

Don Lapre's

Small



BIG PROFITS

How you could turn
\$50 into a fortune.



CATEYE Recumbent Exercise Bike. \$1700 new. Xint cond. \$550. Nordic Track PRO Ski Exerciser. \$900 new. Xint

BROWN king csm oak w/ dressers. \$750. Oak dining table w/4 chairs. \$250.

COUCH. \$100. WOODEN DRESSER. \$100. WOODEN DRESSER. \$100.

DRUM MAHOGANY

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My Story

Some of the things that I will show you are extremely simple secrets that I learned. But as simple as they are, they could make you a million dollars and change your life forever. So please don't just read this manual to read a manual. Read this and absorb what I tell you, and then use the knowledge to make yourself thousands every week!!!

Here I am in my one bedroom apartment, sleeping on the floor, saving all the money I could after filing for bankruptcy.

Every day I would go to work painting houses to save up \$1,000 to \$1,500 so I could try another one of my crazy business ideas. As usual, they would fail and I would start over, painting and saving money again. I knew, if I just kept trying different things, something would have to work. My family and friends laughed as I continued to try different ways to make money. Every idea I had seemed to fail.

But one day, after looking in the newspaper and seeing hundreds of tiny classified ads, I decided to test placing ads in the paper. But what would I place my ads on? Well, I had just learned of a way that a person could get a state listing of people who had purchased homes, sold them and were now entitled to a refund but didn't even know it! And there was a way a person could receive as much as 30% of the amount of the refund.

I thought people would like to know how they could do this, so I quickly wrote a 32 page booklet on how to do this. Then I placed a tiny 3-line ad in the newspaper. (See chapter 17 for details)

I figured if I got any calls I would explain what the booklet was about and then I would sell it for \$45.00-\$85.00.

 The ad went in the newspaper and I got so many calls that I couldn't handle it. It was a dream come true. I started taking in around \$1,100 a day by just selling this booklet of information.

My big mistake was spending the next year doing nothing but renewing my ad and making a quiet fortune. Little did I know, I could have cranked my ad in thousands of other newspapers all over the country!

A year later, when I finally realized that one ad that makes a profit means you're rich if you just crank your ad out all over the country, I decided to come up with different ads and crank my ads in every single paper in the country that made money and then I would make up for my one year of stupidity of just making \$1,100 a day with one newspaper.

Now, today, I can tell you I've sold a product, I've sold information, I've sold a service and I made a fortune over and over and over again because of the incredible power of one tiny classified ad. The greatest part is that I've been

doing this for over 6 years and I'm still spending hundreds of thousands of dollars placing my tiny classified ads and still making a fortune every year!!!

My dream is for you to realize how easy it is to try this and to commit to testing one tiny ad each week until you find your winning ad!!!



Chapter 17 will go into detail explaining my first winning ad. If you want to see my most current ads just look in your local paper or the USA Today paper and you'll probably find one of my ads!.



Chapter 23 will explain about a new department that will hopefully open up soon which will allow you to test an ad, and if it's a winner you can receive a royalty check from my company and let me spend the money cranking out your ad!! You can do it yourself, but if you just want to spend all your time testing ads, let me be the one to crank out your winning ads in a big way and we can make a lot of money working together. Hopefully I will be able to open this division of my company soon!!!

Nothing I show you is difficult to do. It may take a lot of test ads to find a winning ad, but if someone asked me if it was hard, I would tell them, "It's the easiest thing to try in your entire life!! You just gotta do it!!!!"

Why Tiny Classified Ads?

→ There are a million ways to advertise, so why classified ads?

Let me tell you why classified ads beat almost every other way of advertising:

A classified ad

- You can call up and start your ad in a day!!

- You reach a lot of people for a tiny amount of money!

- You can stop your ad quickly when you realize your ad isn't working!!

- I make more money in newprint ads than I ever had even when you compare it to TV!

- For under \$200.00 you could test as many as ten different ads in one week!!!

Compared to almost any other way to advertise

- Other ways take longer to get your ad in the public eye and to see the results.

- Other advertising methods can be very good, but very expensive when you're just starting out and may not reach as many people as fast.

- You usually commit to a longer period of time when you advertise with other forms of advertising.

- If all I did was the Making Money Show, I would never make as much profit as I have with newprint ads, and I spent ten times more on TV. Maybe one reason is because I sell my Making Money Package so cheap. But I still think I will always make more profit placing ads in newpaper!!

- For \$200.00 it would be hard to find a way to test ten different ads in another form of advertising.

How Much
Should I
Spend Testing
Ads?

Let's say you came up with an idea to place an ad to sell some gadget that your friend made that's incredible, but he or she doesn't know how to market it. So you tell your friend, "Hey lets try placing some classified ads in the paper." Make sure your ad is only 3-4 lines and it does just one thing: gets people excited to call!!!!



If you tell them too much your ad probably won't be as good!!

Now that we understand that the ad will only be 3-4 lines and, if I was you, I would test the first ad in an average size daily newspaper for 3 days. Place the ad for Sunday, Monday and Tuesday. I wouldn't spend more than \$60.00 max and then see how it does.

Let's say you agree to commit to spending \$200.00 total to test ads to sell this gadget. This should be your formula: total amount agreed to test ÷ by 4 tests = average amount to spend per test.

Never do just one ad and quit. There are around 17 different ways that you can create an ad to sell just one idea. If you spend all your money on one test ad and it fails, you will be depressed—trust me I've made that mistake.

As a general rule, ask yourself how much you can afford to set aside in a special account each week. Let's say you agree to \$20.00 a week. That money should go into a special account just for the purpose of testing different

ads. Plan on losing it until you find your winning ad. Believe me, one winning ad will pay you back a thousand times over!!

Even if it took you \$20.00 a week for the next ten years, it could still make you a million dollars. If I had to start all over again, this is exactly what I would do!

How Many
Ways Can I
Test One
Idea?

A Very Limited Way to Make Money

Let's say tomorrow you decided to offer a service. If it was a simple service like painting homes, you would be somewhat limited as to how big you could make you're business. But you're still looking at 10-20 different possible ads. In this case, however, even if you found an ad that kept you as busy as you could be, you would be limited to that state or city. It wouldn't make sense to place an ad for painting houses in California if you lived in Florida.



Better Way

However, what if you found a way to get so many calls you couldn't handle it? Here's how you could go nationwide! Let's say you placed the ad and got twenty people who wanted an estimate. Now you say to yourself, other painters in your same area would be willing to pay you as much as \$50.00 just for the referral. Let's say the ad only cost you \$100.00. This means you were able to generate a good lead for only \$5.00. Let's say a painter was willing to pay you \$40.00 for every lead whether it became a job or not! You could turn yourself into a referral specialty business and make \$35.00 every time the phone rang.



If this happened, why not do this in five, ten or fifty other cities?

You would do this by calling every painter you could find and saying: "How much would you be willing to pay me if I could get you a ton of work?" There answer would be: "Let's talk," especially if they are not good at advertising and getting their name out there. So you make a deal with 3-5 painters that

are willing to pay you for the lead. You could do this same thing when it comes to A/C repair, roofing, dry wall, house cleaning, tile work, etc. Now you could make your **Referred Specialty Business** as big as you wanted!! Try to find ads that allow you to go nationwide if your test ad works!!

Getting back to the number of ways to test an ad

Let's say you have a product you want to sell all over the country. Think of this:

- #1) What will your ad say?
- #2) What type of phone number will be in the ad?
- #3) Who will answer the phone?
- #4) What will you say when people call?
- #5) What section of the classifieds will you place your ad in?
- #6) Which newspaper will you test your ad in?

And finally

- #7) Which days of the week will you run your ad?

These seven things can be tested in a hundred different ways—for example, let's say for the fun of it:

- 1) You pick the perfect wording for your ad (you think).
- 2) You decide to use a local phone number in your ad which goes to a voice mail (you think this is the best way).

- 3) Your voice mail message tells people what your product is and how to get it (you think you give the right info).
- 4) You had a guy do the message and he sounded excited (you think people will like to listen to him).
- 5) You decide to place your ad in the personals section of the classifieds (you think the personal section is the best).
- 6) You decide to place your ad in —let's say the Miami Herald (you think this paper will work great).
- 7) You decide to test run your ad just on Sunday (You only want to spend a tiny amount to test).

If your ad is a winner, congratulations. But ask yourself what would happen if you changed #1 through #7 in some way? For instance, what if you changed the wording of the ad? It might do better! What if you ran the ad all week? It might do better! What if you changed the number to an 800 number? It might do better! And what if you changed the message on your voice mail? It might be better....



I hope you see how insane it would be if you tried one ad and it didn't do well. There are so many twists and turns you can do to make an ad better—it's crazy!!! I made millions by finding winning ads, and I found winning ads by trying hundreds of different things in my ads. I hope you now realize there are hundreds of different ways to test just one simple idea! Knowing this will keep you from being disappointed if your ad doesn't work the first time out of

the gate. Make it fun and the money will come. If you think you learned a lot so far, wait until you read the rest of the chapters—you will be an expert.

How Do I Find Winning Ads?

There are two ways to find your winning ad:

- #1) Create different ads and test them, one after another like I do.
- #2) Look in hundreds of newspapers to get ideas and notice which ads continue to run week after week. If they continue to run, I bet you someone is making a lot of money off of that ad. Remember look in the classified section!!

Every year I end up creating a new winning tiny classified ad that sells a simple product or service. You're probably saying "Ya, but what can I sell?".

Well the answer to that is so easy—look at ads that sell information that you can recreate, or look for ads that offer a service that would be easy for you to provide, or look for ads that sell products that would be easy for you to make or to purchase from a manufacturer—and sell through the newspaper!

This may sound like work, but wait until you place an ad for \$50.00 and you make \$300.00 to put in your pocket. Then think of placing that ad in 70 other newspapers! It's the most exciting thing you will ever do!!!

→ Here is a secret

Whenever you place an ad in the paper ask yourself: Is this something that most people would want? If your answer is yes, then place the ad and try it.

However, if you placed an ad in the newspaper to advertise a booklet which listed the best places to retire in America, generally speaking, only those people who are close to retirement age would be interested in responding to your ad. This ad may work but probably not.

You would have a much better chance of placing an ad that offers the best places in America to live. Now you're appealing to everyone who is thinking of moving or is curious as to where the best places in America are to live.

So, if you're looking for that winning ad, you have a 100 times better chance of finding it if you stick to things or services almost everyone could use, and/or look for ads that are already running week after week and recreate that ad in other newspapers and make yourself thousands of dollars. As you read the rest of these chapters you will learn even more that will help you find your winning ad!!! I have not quit doing this from the day I started and I'm showing you every single secret I know. I will be disappointed if you do this and you don't make a fortune. When you start, just don't quit. I heard someone say, "winners never quit and quitters never win,". I truly believe there are a million winners who quit every year just prior to becoming a winner!!

Key Steps to Finding Winning Ads

#1) Keep ad small!

#2) Make ad do nothing but get people excited to call!!

#3) When people call, have it go to a voice mail that excites and sells the product or service that you're offering!

#4) Make sure you're selling something that most people might want!

#5) Make the offer so good that it's too good to say no!

Make your offer sound good. Offer a lifetime warranty, an endless supply of refills or a \$100.00 package of stuff for only \$30.00! This could make normal ads attached to voicemail boxes big winners!!!

Don't be afraid to try different crazy ads!! You might accidentally stumble on to \$1,000,000.00. I did!!

What do I do
First?

If you get confused as to what to do first just go to this page and make sure you follow these simple steps:

#1) Read this manual until you really feel you have learned all my secrets.

Every other month reread this manual just to refresh your memory.

#2) Make a list of all the possible products, services or information booklets you could possibly test selling using the newspaper. Every time you think of another idea, or see a great ad someone else is running, put it on this list.

#3) Make sure all the things on your list are products, services or information that most people would or could want.

#4) Pick one of the things on your list and create an ad. Make sure it makes people want to call you.

#5) Decide what phone number will be in the ad.

#6) Decide who will answer the call and what they will say.

#7) Place the ad in the newspaper.

#8) Watch what happens.



#9) If your ad is a winner—renew that ad and place the same ad in 4-5 other papers to see if the ad works as well. If your ad works great, in let's say 50% of the newspapers you test—you're rich!! Slowly crank out ads, renewing the good ones and canceling the bad ones, but continue to test more ads for different ideas or try to improve the current ad that is a winner.



#10) If your ad doesn't do well, change one of the seven things in your ad (as explained on page 12) or go back to #4.



#11) If you're not sure what to do, go back to #1. Just don't quit along the way to finding your winning ad!!!

Very Important Tip!

I see so many people make the mistake of spending four days to two weeks creating the product, booklet or service before testing ads to see if it can even sell. Don't spend much time putting your product or service together until you have a successful ad. You can always go back and make your product or service much better once it's a hit!! Don't spend any more than two hours slapping something together. Spend all your time finding out if it's something that will even sell first.

This will save you tons of energy and may save you hundreds of hours in wasted time!!!

Deciding on what to sell is crucial to your becoming wealthy through classified advertising. You need to have a product or service that fills a need (or a desire) that many people have.

One desire that nearly everyone has is to make extra money, so my suggestion is that you put together a "how to" booklet, explaining how someone can do that. Now your first reaction (and a typical one) to this suggestion may be "What do I know? I can't think of anything I could write about that other people would buy."

Don't be so sure. There are millions of people out there who have a wealth of information, stored in their heads, and it just never occurred to them to sell this information. Here's one of the secrets to making a lot of money that I learned early on. You can work very hard at something and make a decent living, but you'll earn a lot more by teaching others how to do what you've been working so hard at. It's true. We live in what some people call the "information age" and because the employment situation looks so bleak, people are turning more and more to self employment, because they believe that it is only through working for themselves that they can be secure. And since there are so many people out there looking to start their own business, the man or woman who has a skill has a product they can market - information. How to run a catering business; how to make money running your own janitorial service; how to make money with a lawn service; how to make money detailing automobiles; how to make money wholesaling, the list goes on and on.

So, you need to ask yourself this. What do you know? What skill do you have? What could you teach others? Don't dismiss this without first having given it some serious thought. Most people have skills they take for granted because they're such familiar skills they don't consider them as skills that can be taught to others for money. If you do some serious soul searching, you'll probably come up with at least one thing you can teach others. It may be that you're a computer whiz, or maybe you're a genius with motors. Whatever your genius is, you first need to discover it; then you need to write about it. You can discover your particular area of genius by examining yourself, assessing your skills without dismissing them, maybe by talking with friends and relatives or by searching the Internet. Sometimes it takes someone or something other than ourselves to help us identify the unique skills we have.

After you've identified the skill or skills you shine at, you can put together a "how to" manual. Don't worry that you're not a writer, that's not necessary. If your information is valid, you don't have to put together a prize winning book, just keep it simple. If, when you're done putting your manual together, it just doesn't sound good to you, seek out someone to edit it for you. Within your own circle of friends you may have someone with the necessary writing skills to polish your writing. Just don't give up. Your manual doesn't have to be long, just long enough to provide all the necessary information, and it doesn't even have to be professionally laid out. I've seen reports that sold for fifty dollars or more, were typewritten rather than typeset, and they sold like hotcakes!

What should I
say in my ad?

I went over some things in Chapter Five, but in this chapter I want to explain the differences between an ad that says too much, compared to a much better way to make your ads stronger by saying less. Again, I cannot write the ads for you, but you can write hundreds of your own and I can give you all the tools you need to start testing one ad after another.

Example of:

Expensive ads
and not as effective

versus

Much better ads
and cheaper

Ad #1

If you are about to file bankruptcy or if
you're getting divorced, we can help!!

Bankruptcy \$99.⁰⁰

Divorce \$59.⁰⁰

Call 555-1111

Better ad #1

Bankruptcy \$99.⁰⁰
Divorce \$59.⁰⁰
Call 555-1111

Ad #2

Better ad #2

If you would like cash in
your pocket and still be
able to drive your car,
call us at 555-1111

Cash for your car!!!
While you drive it 555-1111

Ad #3

Better ad #3

If you would like free legal
advice with no obligation to
use our service
call us at 555-1111

Free legal line!!!
call 555-1111

The shorter and more exciting your ad is, the more calls you will generate and
the cheaper your ad costs will be!!



Big Secret

Make your ad as small and as exciting as you can to get people to call and
have them call a phone number that goes to a voice mail box!!

Why? Let's say you create a five minute greeting to explain to callers the services or product you're offering. Your voice mail box probably will cost you only \$10.00-\$20.00 a month. Try saying too much in an ad and you'll kill the ad because it will not work and will cost you a fortune!!!

My very very best ads are always my short ads that go to a voice mail box. Unless you want to answer all the calls live and say the same thing over and over again, I strongly suggest using a voice mail box in your ads.

There will always be exceptions to this rule. For instance, if your product or service is so simple, you may not need voice mail. But in 99% of the cases, unless you tried answering the calls yourself, I would use a voice mail box.

After having people listen to your voice mail box, you can have them do one of three things:

- 1) Have them leave their name and number and then call them back.
- 2) Have them hang up and dial another number if they are interested. The second number you have them call could go directly to you or someone else who will answer their questions or make the sale.
- 3) Have them send you a check or their name and address in the mail so you can send them more information, or you can send their order out to them.

Voice mail, in conjunction with tiny classified ads, can make you millions!!!

This is almost the only way I run my ads. Voice mail can make a three line ad more powerful than a full page ad!!!

Your ad should say just enough to get people to pick up the phone and call!!!

That's it!!

If an ad
breaks even
you're rich!

Let's say you place an ad in the paper for \$50.00, two weeks go by and you brought in \$80.00. But let's say it cost you \$30.00 to ship your product or fulfill the service you offered. This means you broke even:

$$\$80.00 - \$30.00 - \$50.00 \text{ in ad costs} = 0$$

But you still might be able to make a fortune. Why? Because there are four possible ways you could turn this ad into a gold mine:



1) You may have picked a bad newspaper. Other newspapers may do twice as good.



2) But even if #1 doesn't happen you can create up-sells that I will go over in Chapter #20 and you can triple your sales and make your ad a winner. Please make sure you read that chapter!!



3) You can get a discount rate from the newspaper for as much as 50% off!! This could make you break even and now have a 100% profit margin!!! By committing to longer running ads your ad cost can come way down!!!



4) Your ad may continue to generate sales for two more months!!! This means if you're at break even now, a month from today you could declare your ad a winner!!!

If you have a tiny ad that breaks even—get excited and remember these four possibilities.

One of my ads brought in twice the amount of money as soon as I created an up-sell. Don't forget to read Chapter #20.

How tiny
should my ad
be?



Out of all the ads I've ever written, it's always my tiny simple ads that work best.

Every time you place an ad, ask yourself if there is any way the ad could be just as exciting but smaller.

Many times the newspaper will have a three line minimum. If for some reason you create an ad that only needs two lines, you can ask the person at the newspaper if you can bold your ad to take up the full three lines.

This is a great way to get people to look at your ad, and if you're paying for the space anyway why not!!!

Make sure you look at Chapter Seven again to get ideas of how to take an ad and make it smaller and more effective.



Remember:

Big ad = small profit\$\$

Small ad = Big Profit\$\$

Should I use a
voice mail
box?

Yes Yes Yes Yes Yes.



Almost every single winning ad I have had has a phone number that went to a voice mail box.

Voice mail boxes need to be thought of as an extension of your ad. All you want the ad to do is get people to call. That's it!



Please never forget this:

Your ad in the paper should do only one thing—Get people to call a number—that's it!!!

Then let your \$10.00 a month or \$20.00 a month voice mail tell people all the details and excite them to buy whatever it is that you're selling.



Because of this one chapter, I know I will have people who will write to me saying they are now rich just for following this one bit of advice.

Let me put it this way:

In my opinion the guy who uses voice mail boxes—has a 100 times better chance of success!!

The guy who chooses not to use voice mail—is 100 times more likely to get frustrated and not find his or her winning ads!!!

I say this because I used to have a voice mail box in almost every city in the country!! And I probably will again, a few months from now, when I create another winning ad!!

You may find other ways to make your ads a winner, like taking the calls live before they even go to a voice mail box. But, I will bet anyone in the United States that if you find a winning ad that doesn't have a voice mail message attached, I could make it twice as good by using voice mail.

Below is a list of cities that you can get a voice mail box set up through a company called Discount Voice Mail. I don't make a dime for recommending this company and I think it will be the best service you've ever had!! If you don't see your city listed below, you can always find a voice mail company in the yellow pages:

Call
1-800-967-3034

For a voice mailbox, if your city is listed below!

Currently, Discount Voice Mail has service in:

Austin, TX

Milwaukee, WI

Boston, MA

Minneapolis, MN

Chicago, IL

New Orleans, LA

Cincinnati, OH

Phoenix, AZ

Cleveland, OH

Sacramento, CA

Dallas, TX	Salt Lake City, UT
Denver, CO	San Diego, CA
Fort Worth, TX	Seattle, WA
Houston, TX	Tucson, AZ
Kansas City, MO	Tulsa, OK
<i>Service Coming in 1997 (it may already be in):</i>	
Baltimore, MD	Miami, FL
Buffalo, NY	Nashville, TN
Birmingham, AL	Norfolk, VA
Charlotte, NC	Oklahoma City, OK
Columbus, OH	Orlando, FL
Dayton, OH	Philadelphia, PA
Detroit, MI	Portland, OR
El Paso, TX	Raleigh, NC
Fort Lauderdale, FL	San Antonio, TX
Indianapolis, IN	St. Louis, MO
Las Vegas, NV	Syracuse, NY
Louisville, KY	Tampa, FL
	Washington, DC

Another Great Company to Help You!!

If you want to create a great audio so you can place the audio right on your voice mailbox or recording when people call, there is a company called Creative

Audio at 1-800-363-6505 who can create an incredible sounding audio for any audios you want to create! They charge a minimum of \$75.00 to create a special audio for you, but it could be the difference between a million dollar voice mail and one that doesn't do anything!!!

Call to get set up with your own voice mail box!!!

Remember, with a voice mail box you can always change your recording(s) and test one ad after another after another!!

Every time you change your recording it's like testing a completely different ad.

Should I
answer the
calls myself?

Well, that is a very easy answer. No, unless you're great at selling over the phone or it's a product or service you feel you can easily explain to people. So I take back what I said. It's great if you at least send your ad phone number to a voice mail box first to excite the potential buyer and if you know what to say then it would be ok for you to answer the phone.

Remember, if your ad is a winner, and you're always busy answering calls, you'll never be able to crank out your ads. So try to replace yourself with someone else or many other people so you can spend your time expanding your winning ad!! Believe me if you can explain the product or service to people, then you can certainly train someone else to do the same!!

Spend your time making the most money possible!!

Should I use
an 800
number
in my ad?

Well, first of all, getting an 800 number is easy to do. Just call AT&T or MCI and let them know you want one. If you're running your ads nationwide, you may want to use an 800 number or maybe even several 800 numbers for tracking purposes.

The benefit of an 1-800 number is that you will get many more calls.

Depending on what your ad is selling, I may have a better answer for you.

If you want people to feel as though you're a local business, you may want to call the phone company in that city and tell them you need a local number that will call forward to either a voice mail box, your home or office. This way people will think you're local if they are calling a local number. This could help your ads get 40%-300% more calls!!

I know because I tested using local phone numbers versus 1-800 numbers and local numbers worked much better a lot of the time. You just need to test both ways!!

But, if you're going to advertise in national newspapers like USA Today (one of my favorites), you will need to use an 800 number to get the best results!!

Now remember there are exceptions to almost every rule, but why try to reinvent the wheel? The information I'm giving you is based on what I learned which made me millions and still makes me millions!!!

→ If I had to take an entire day to teach someone—one on one—I would tell them exactly what I'm telling you right now and I would charge them a minimum of \$35,000 just for taking my time for one day. Then I would probably still turn them down because I'm so busy making money running my own business!!

Getting back to 800 numbers, the phone company may try to give you an 888 number instead of an 800 number because they are running low on 800 numbers. From people I have talked to, and because of the public not realizing that 888 numbers are toll free like 800 numbers, the result with 888 numbers, as of right now, hasn't been as good as 800 numbers. But in time they should be as good as each other.

If you get an 800 number, you will pay for every minute someone calls your 800 number. It can be as expensive as 20¢/minute. Make sure you find a phone company that will charge you less than 20¢/minute!! I think 12¢ to 14¢ a minute is about right unless your volume goes through the roof. If that happens, talk to a few phone companies on how to get your costs down. They will tell you!

How do I get
my ad placed
in the
newspaper at
a discount?

Way #1

Well it's this simple. Number 1, you will get a discount if you agree to sign a contract for three months, six months or a year to advertise in the newspaper.

Way #2

In addition to way #1, you can call yourself an "in-house agency." If you went to an advertising agency, they would place the ads for you and ask each newspaper for an agency discount. We are talking about 15% off!

Well, a secret I learned, was you can receive a 15% discount if you declare yourself an "in-house agency." You do this just by saying that you are a company that has its own in-house agency.

How does this work?

→ Listen very carefully or else it may cost you more!!!

1) You call and place your ad and ask for the price.

When the person at the newspaper gives you the price, you say: "Oh I'm sorry what's the agency rate?" The lady at the newspaper will say:

a) "Oh, just take 15% off of that price." Or they will just give you a price 15% less than what they just gave you.

Or she might say:

b) "Oh, if you're an agency you'll need to just bill your client 15% more."

c) "Are you in the Red Book, because if you're not I can't give you a 15% discount."

You hope they say a), and many newspapers will. Knowing to say this could make you thousands of dollars in just a few months time if you place a lot of ads.

If they say b), it won't do you any good. This will happen with some newspapers.

If they say c), tell them that you are an in-house agency that places many ads and try to get a 15% discount. It probably won't help. But 30% of the time, with certain papers, it's worth asking for.

Important

On top of saying you're an in-house agency, or signing a contract to get the price down, the third way is to just say "That's too much money, is there any way I can run the ad cheaper?" Sometimes, believe it or not, the person at the newspaper will reduce the price or help you reduce your cost!!

But, whatever you do, do not ask for the cost of the ad and say you're an agency at the same time because there are newspapers that will actually charge agencies up to 30% more if they say their an agency.

I have no idea why they do this, but they do!!

This is one of those chapters that you will thank me for when you're sending a check to a newspaper for \$170.00 instead of \$200.00, just because you used this line. This isn't pie in the sky, this is my real life story!!! I hope I'm getting you excited!! Keep reading.

→ *One more thing:*

Some newspapers have local rates and out-of-state rates if they know you are calling from another state. To avoid paying an out-of-state rate, you can set up a local voice mail box so you have a local number and if you need to you can set up a mail box with a company like Mail Boxes Etc. so you have a local address. The mail box service would then forward your mail to you.

You may want to ask, when placing an ad out of state, if you are paying the local rate or a higher rate. Do whatever it takes to pay the local rate. Many newspapers only have one rate and many don't, so don't forget to find out what you're paying!! Try to set yourself up so you always pay the local rate. This could make you thousands of dollars!!

If my ad is a
winner, then
what do I do?

This is the easy part, if your ad is a winner, take your ad and place the same ad in five other newspapers.

Your Goal

Your goal and hope is that 2 out of every 5 of the new ads do as good as your winning ad!! But even if only two are winners, you will still be able to say safely that you have a winning ad that could make you a quick \$200,000-\$400,000 if you are smart and slowly crank out your ad in more and more papers!!! Remember there are over 7,000 newspapers in the country. If your ads work in 1 out of every 3 papers, your living the great life!!

For those of you who will say I can't handle putting my ads in any more than 60-70 newspapers, I'm trying to develop the greatest new division in my company for people who find winning ads and want to let my company crank them out all over the country and you'll receive a royalty for doing nothing!! Hopefully I will be able to open this division up soon!!!

If I do, I will make sure to send you a letter!!

Everything that comes with cranking your ad out, like fulfilling orders, handling calls and expanding you will learn if you just take it slow and use common sense. But whatever you do don't settle for let's say \$10,000 a week if you can crank your ad out and make \$50,000 a week!!!

Every year I make a fortune placing tiny classified ads, so why not you? After you read this manual you will know every single thing I do when it comes to placing ads!!!

When you find a winning ad don't forget to continue to test new ads every week!!!

What about
people who will
copy me?

If people copy your ad, there is nothing you can do. However, they will probably never go in all the newspapers that you can go in, so don't let it get to you. It may happen.

However, take it as a compliment and always be testing ads so you are always ahead of the game. Once you master placing ads, you will never worry about competition!!!

How many
different ways
should I try
testing a
classified ad?

Wait until you see how many ways you can test one little idea. Just your number in the ad or what you say when people call can change your result 300% either way.

Look at this:

There are probably twenty different ads you could create to test one idea.

times

Twenty different audios you could create and test when people call to get them excited to call you directly or order your product or service.

times

As many as 5-10 different newspapers and different sections of the newspaper.

times

Twenty different scripts of what you could say when people call you directly from the paper and you try to sell them.

So if you take the different ways you could write an ad, times what you might say in your audio, times what you might say when they call, understanding that every change is a totally new test, there are hundreds of ways you can test one idea. Now, of course, if your first 3-5 ads that you test do terrible, you may want to ask yourself if it's the ads, the audio, what your saying or is it just the product or service you're trying to sell that nobody wants.

If all five of your first tests do terrible, it may just be that you're selling something that nobody wants.

But it very well could be that you just haven't found your winning ad yet. If this happens, you'll have to ask yourself which one it is.

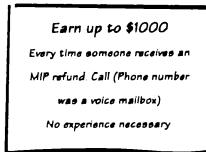
→ If this ever happens, go to Chapters Four and Five and reread them. Just don't quit!!!

You may be just one ad away from living like a king for the rest of your life!!!

A sample of
my first ad
which made
me very
wealthy!!

On the next few pages I'll show you an example of a campaign I developed awhile back. You can purchase this material, in it's entirety, by calling our customer service department (1-800-488-3088), but this will give you an example of a real (and successful) campaign.

First, I placed an ad in the newspaper that looked like this:



When someone called the number, they heard something like this:

"Thank you for calling! If you're calling about the ad in the paper, you can be a processor in helping people who have refunds coming from their MIP paid policies. These are simply premiums due back to the customer once they have paid off their mortgage. This is an extremely easy job that you can do out of your own home, full or part time. The entire program was set up by the federal government. You can make money every single time you help someone get their own money back. Many times people have no idea they have money owed them by the government. Your entire job consists of finding these people and filling out one form! If you would like more information, just send a check for four dollars to New Strategies, 3104 E. Camelback Road, Suite 526, Phoenix, AZ 85016, and I will send it out to you right away!"

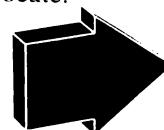
If they sent \$4.00, I sent them a package that is featured on the next few pages.

SO YOU CAN GET STARTED RIGHT

AWAY

You should have the following items in this package:

- 1) An 8 1/2" by 14" letter that explains everything to you.
- 2) An order form (1/3 page hard card) for you to order the \$45.00 Training Manual and a return envelope for your convenience.
- 3) Two more order sheets for you to use. One for ordering the tracer listings from HUD/FHA, which takes 4-6 weeks or a blue order sheet if you would like to order the same tracer listings faster from United Information Centers.
- 4) A price listing sheet that gives you the prices for the different state listings.
- 5) An example sheet of what one page of the tracer listing looks like.
- 6) A Tracer Found Case Form which is the only form you will ever need to fill out for those people you locate. My complete package will explain it in detail.



Unclaimed Funds

I'm going to show you how to make up to \$200-\$1500 every single time you help someone get their own money back.

This letter applies to everyone in any state. (Note: You may have to pay for directory assistance when calling from a pay phone in your area.)

First, please read everything very slowly and carefully so that you completely understand. After you've read everything, feel free to call me if you have any questions.

Second, everything I present here is legal, moral, practical, and can be verified by the Federal Government. Their number is (202) 708-1422.

Now let me explain

Everyone who has ever purchased an FHA home has had to pay an MMI or MIP insurance policy on that loan. This did two things. It enabled the borrower to borrow the money with less down and at the same time it guaranteed the lender that if the borrower defaulted on the loan the Federal Government (HUD/FHA) would step in and pay the loan. This has helped millions of people to buy homes who otherwise would have never been able to qualify.

Here is the catch

Each borrower was told that if he/she paid back the loan in good faith, he/she would be entitled to a refund on that MMI or MIP insurance policy. But when these people paid off their loan, they forgot to call HUD/FHA and ask for their refund. HUD/FHA even tries to contact them by mail, but if they do not respond to the letter, the money is put in a fund that is set aside especially for these refund recipients. For years the money has been piling up and today there are millions and millions of dollars in the fund. Finally, in 1986, another division of the government stepped in and told HUD/FHA that they have to figure out a way to get this money back to the people. Well, HUD/FHA did not want to spend the administrative costs to do that, so HUD/FHA came up with a great way to solve the problem.

They decided to let anyone be a third party processor. You are allowed to find these people, let them know that they have an unclaimed refund that is owed to them, and let you receive a very nice commission for doing so. The only catch is they won't teach you how to do this. They leave that up to you.

So this is what I will do

I will show you, step-by-step, how to become a processor. I will show you how to contact people with money due them; I will tell you exactly what to say (and this is extremely important), how to do the paperwork, and how to make lots of money doing it. My fee for this package is \$45.00. It will have everything you need to get started, with the exception of the state listings.

Please read the questions and answers on the back. They should cover any further questions you may have. Then fill out the order card and send it back to receive your complete package and get started making money.

Page #3 of the Package I Sent

We have created a list of the most common questions asked. When we started this project we had a million questions; we've narrowed our list down to what we believe are the most pertinent questions. We hope this helps you understand just how simple this is.

Question: **Is this legal?**

Answer: Yes, absolutely. In every way.

Question: **So what's stopping me from ordering this list from HUD myself and becoming a processor?**

Answer: Nothing, but there is absolutely no way you will know how to contact these people, know what to say, know how to do the paper work and get paid right away! We've already worked all of that out for you.

Question: **What is the average refund?**

Answer: The average refund is \$800 to \$1,200, which makes your 20% - 30% fee equal \$240 to \$400. But if you wanted to, you could work only on cases where individuals had over \$ 1,000 coming back. The highest refund is around \$4,000.

Question: **How long will it take from the day I begin until I start making money?**

Answer: You can start making serious money that same day, but it will usually take a couple of days for you to get the cash in your hands. I will show you how to get paid the same day you disclose the information to an individual.

Question: **How do I decide on a 20% to 30% processing fee?**

Answer: Don't get greedy! You always need to call it a processing fee and not a finders fee . This enables you to charge more than 5% to 10% I decided 20% to 30% was a fair charge.

Question: **Do you have a lot of mailing to do?**

Answer: No. We will show you how to do 70% of your work over the phone

Question: **How many people have money owed to them?**

Answer: Look at the following page. It is just one page from a state listing. When you order your state list, you will see there are lots of people with money due them. If you order the California list, you'll soon find that it could take forever to get through the entire list. Millions of dollars are owed to thousands of people as a result of this program.

Question: **Do I get paid by HUD/FHA or by the people who have money owed them?**

Answer: By the people, and I'll explain how to do that, step-by-step. It's very simple. In no case will HUD make a separate check payable to you.

Question: **Does HUD/FHA require you to be licensed?**

Answer: No. HUD/FHA requires no license because you are not dealing directly with these funds.

Question: **This sounds too good to be true, is it?**

Answer: We want you to know that everything is exactly as we say it is. You can verify everything through the Federal Government by calling (202) 708-1422. It's a great way to make some extra money and help people at the same time. Sometimes people will be rude and won't offer much help but don't take it personally.

Question: **What's stopping these people from calling HUD/FHA and doing this themselves once I've talked with them?**

Answer: That's easy. You are paid up front before you disclose the information to them, or you have them sign a contract stating they will pay you after they receive the funds. But I will show you how to get paid from everyone - guaranteed, so you won't work for nothing.

Question: **What is the biggest gotcha to this?**

Answer: There is none. It's a fun business. You can work when you want to and you *can* make a lot of money.

***** THIS IS AN EXAMPLE OF JUST ONE PAGE OF THE TRACER
LIST THAT YOU WILL ORDER FROM HUD/FHA OR DON L'PRE ENTERPRISES

YOUR 30%
PROCESSING
Fee would be

DEBTOR'S NAME	PROPERTY ADDRESS	DEBTOR'S ADDRESS	AMOUNT DUE
CASE NUMBER: 001-00000001	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 412.91
CASE NUMBER: 001-00000002	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 214.75
CASE NUMBER: 001-00000003	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 389.92
CASE NUMBER: 001-00000004	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 370.01
CASE NUMBER: 001-00000005	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 233.40
CASE NUMBER: 001-00000006	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 914.27
CASE NUMBER: 001-00000007	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 169.22
CASE NUMBER: 001-00000008	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 572.39
CASE NUMBER: 001-00000009	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 293.00
CASE NUMBER: 001-00000010	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 529.49
CASE NUMBER: 001-00000011	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 213.95
CASE NUMBER: 001-00000012	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 395.25
CASE NUMBER: 001-00000013	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 142.31
CASE NUMBER: 001-00000014	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 302.66
CASE NUMBER: 001-00000015	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 692.37
CASE NUMBER: 001-00000016	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 153.67
CASE NUMBER: 001-00000017	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 202.71
CASE NUMBER: 001-00000018	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 378.12
CASE NUMBER: 001-00000019	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 428.36
CASE NUMBER: 001-00000020	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 517.37
CASE NUMBER: 001-00000021	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 537.49
CASE NUMBER: 001-00000022	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 102.41
CASE NUMBER: 001-00000023	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 333.63
CASE NUMBER: 001-00000024	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 322.00
CASE NUMBER: 001-00000025	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 595.04
CASE NUMBER: 001-00000026	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 149.52
CASE NUMBER: 001-00000027	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 555.79
CASE NUMBER: 001-00000028	12345 FAIRFIELD DR	12345 FAIRFIELD DR	\$ 305.19

\$ 11284.04

This is the only government form you will ever fill out!

TRACER FOUND CASE
DISTRIBUTIVE SHARE-MORTGAGE INSURANCE PREMIUM REFUND
THIRD PARTY TRACER INFORMATION

Tracer Name _____

Address _____ Apt. No. _____
Street _____

City _____ State _____ Zip Code _____

Telephone Number (_____) _____
Area Code _____

CLAIMANT INFORMATION

FHA Case Number _____ Important!!! Do not omit

NAME _____
(First, middle initial and last name)

(Additional names)

ADDRESS _____
(Street and Apt. No.)

(City, State and Zip Code)

TELEPHONE NUMBER _____
(Include Area Code)

Property Address _____
Street _____ Apt. No. _____

Date Title Acquired	City	Date Property Sold, If Applicable	State	Zip Code
				Date Mortgage Was Paid Off _____

The Department of Housing and Urban Development is not a party to any financial agreement between the tracer and the claimant.

MORTGAGORS: I/We, hereby certify that I/We never received a distributive share or premium refund from HUD in connection with this FHA insured mortgage. I/We consent to the above Tracer submitting this form on my/our behalf.

SIGNATURE(S) _____ DATE _____
of Mortgagor(s) _____ DATE _____

FORWARD YOUR "FOUND" CASES TO:

Department of Housing and Urban Development:

Distributive Shares Branch

P O Box 23699

Washington D C 20026-3699

ATTENTION

The "Freedom of Information Act," has enabled HUD to release the names of those people who have yet to claim their refunds. Most people are completely unaware that they may be entitled to this money. There are tens of thousands of people who fall into this category.

Below are the prices per state, per list that HUD charges:

<u>STATE</u>	<u>COST</u>	<u>STATE</u>	<u>COST</u>	<u>STATE</u>	<u>COST</u>
ALABAMA	\$25	KENTUCKY	\$20	NORTH DAKOTA	\$20
ALASKA	20	LOUISIANA	25	OHIO	35
ARIZONA	40	MAINE	20	OKLAHOMA	30
ARKANSAS	20	MARYLAND	25	OREGON	25
CALIFORNIA	135	MASSACHUSETTS	30	PENNSYLVANIA	35
COLORADO	25	MICHIGAN	45	RHODE ISLAND	20
CONNECTICUT	25	MINNESOTA	25	SOUTH CAROLINA	25
DELAWARE	20	MISSISSIPPI	25	SOUTH DAKOTA	23
WASHINGTON DC	21	MISSOURI	30	TENNESSEE	30
FLORIDA	60	MONTANA	20	TEXAS	70
GEORGIA	30	NEBRASKA	20	UTAH	25
HAWAII	20	NEVADA	25	VERMONT	20
IDAHO	20	NEW HAMPSHIRE	20	VIRGINIA	30
ILLINOIS	30	NEW JERSEY	40	WASHINGTON STATE	35
INDIANA	30	NEW MEXICO	25	WEST VIRGINIA	20
IOWA	20	NEW YORK	75	WISCONSIN	20
KANSAS	20	NORTH CAROLINA	25	WYOMING	20

United Information Centers

United States Listings

You may order the same exact state listings from our Company as you would from HUD/FHA

However: HUD/FHA takes 4-6 weeks to deliver the state listing(s) to your door. United Information Centers will deliver in 14 business days for just \$10.00 more.

Why Wait?  Call...

United Information Centers
(602) 867-6000

or Send check or money order to:

United Information Centers
1618 E. Bell Rd., Suite 110 • Phoenix, AZ 85022-2855

PLEASE SEND THIS WITH YOUR ORDER

Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

THEY WILL BE A 14 DAY
HOLD PLACED ON ALL
ORDERS WITH PAYMENT
BY PERSONAL CHECK IF
YOU WOULD LIKE THE
PACKAGES TO BE SENT
ASAP PLEASE ENCLOSE
A CASHIERS CHECK OR
MONEY ORDER

PLEASE SEND STATE: _____ \$ _____

TOTAL ENCLOSED

All 50 states and
Washington, DC are
now available

\$ _____

(Add \$10.00 for
United Information
Center Delivery)

\$ _____

\$ _____

\$ _____

PLEASE CHECK ONE

MasterCard VISA

AMEX

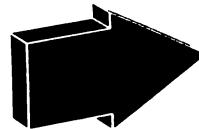
Discover

Card # _____ Exp. _____

Cardholder Signature X _____

For ordering the tracer list, use this form

Or - for faster service use the United
Information Centers order form!



Mail to:
DEPARTMENT OF HOUSING & URBAN DEVELOPMENT
FOIA-HUD Mortgage Insurance Lists
PO Box 9500
Springfield, VA 22151

I WISH TO ORDER THE FOLLOWING LISTINGS:

(ENTER THE STATE OR FIELD OFFICE LISTING
ABBREVIATIONS

Fee

HUD - _____
HUD - _____

TOTAL _____

METHOD OF PAYMENT - PAYABLE TO HUD:

CHECK ONE

CERTIFIED OR CASHIER'S CHECK MONEY ORDER

(NO PERSONAL CHECKS OR CASH)

ADDRESS INFORMATION

NAME _____

COMPANY-ORGANIZATION _____

ADDRESS _____

CITY STATE ZIP _____

TELEPHONE _____

* THE FEE COVERS ONLY DOCUMENT SEARCH AND DUPLICATION COSTS AND IS NOT A
CHARGE FOR MERCHANDISE. THEREFORE THE FEE IS NON-REFUNDABLE.

Last Piece of the Package I Sent

Please send me my package on being a processor for the government.

I have enclosed a check/money order in the amount of \$29.95. Make check payable to **Unclaimed Funds**. Enclose a postal money order or cashier's check if you would like quicker processing.

Please send my package to:

Name _____ Phone (_____) _____

Address _____ Apt # _____

City _____ State _____ Zip _____

PLEASE CHECK ONE

Mastercard VISA
 AMEX Discover

Card # _____ Exp Date _____

Cardholder Signature X _____

Please note for your records, your credit card order will be paid to **Unclaimed Funds**

If respondents to my ad sent in the fee for the package (which at the time was \$65.00) I sent them the full manual.

As one of those individuals who ordered the Making Money Kit, you are entitled to order the MIP program at a special price - just \$29.95. If you would like to order, complete the form above and mail it along with a check or money order in the amount of \$29.95 to:

**Unclaimed Funds
ATTN: MIP Program
3104 E. Camelback Road - Suite 526
Phoenix, AZ 85016**

or Call 1-800-488-3088

Keeping your
ads at the
top of each
section of the
classifieds

Every time you place an ad in the paper, make sure you try to start your ad with an A, B, C, or D—so you will be high up at the top of that section. Ads are placed in alphabetical order based on the first letter in the ad.

This will increase your response greatly. Sounds like a small thing but it could be the difference of making \$300,000 in a year versus nothing.

Almost any ad you write can be written to be at the top of the section where your ad is located.

Legal
concerns
when you're
placing ads.

Make sure that whenever you place an ad in the newspaper it is not misleading to anyone. Also, you may accidentally place an ad that goes against a state law. This doesn't mean you're a bad person but there can be strange laws out there that could get you in financial trouble if you advertise wrong.

For instance, the only time I ever advertised wrong was in 1991 when I was first starting out! I wrote this booklet on all the places to go to get secured Visa cards for people who had bad credit. I was also loaning people money by offering to buy their stuff and sell it back to them for more money at a later date.

People loved both my booklet and the ability to borrow money, but I had no idea that in order to promote bank secured Visa programs and in order to be able to loan people money the way I started to do, you needed to have five different banking licenses.

Lucky for me, I had only sold my booklet to 109 people when I realized that I could have ended up paying state agencies all over the country a lot of money because I probably would have cranked my ads out all over the country a few months down the road.

So just remember, you can sell people almost any type of information, just be careful and make sure everything you say is 100% truthful. Also make sure you stay away from any claims that aren't 100% backed up by iron clad documentation.

Also stay away from anything having to do with banking or loans unless you get the right licenses!!!

For instance:

AD #1
Illegal Ad

Take this product
and you will lose weight.

(This ad would do much better than ad #2 but it will get you in big trouble, so don't use it!!)

AD #2
Legal Ad

Take this product and
you may lose weight.

(This ad is for a product that is known to possibly help some people lose weight.)

This ad probably wouldn't work that well compared to ad #1, but you cannot use ad #1 unless you're looking for trouble!!

AD #3

Take this product
and you could lose
up to as much as 20 pounds
in less than 30 days!!!

(This ad is only legal to use if you have documented proof that some people have used this product and lost 20 pounds in 30 days.)

I hope you get a general understanding of what you can and cannot say. Please don't take my advice as the final word. I understand the laws much better than most people because I have been doing this for the past six years!!! But laws change and the best thing to do is to check with an attorney if you have any questions about what you might be doing, especially before you crank out your advertising in 500 newspapers around the country!!!

Adding the word "could" in any claim, could keep you out of trouble!! But even then there must be some basis for any claims you make.

Words that are usually OK to use!!

There are words the government considers legal even though you don't have documentation to prove you are right. For instance:

The Greatest Manual Ever Written!!

The word **greatest** says that the manual being sold is the greatest. Even though that may or may not be correct, it's someone's opinion. This type of advertising is called "puffery" and is in many cases legal to use.

Other "Puffery" words:

Best

Most Incredible

#1

Tastiest

Sweetest

Greatest

Worst

Best Looking

etc., etc.

Up-selling can
make your
ads big
winners!

It took me three years of placing ads before I realized the power of up-selling.

Let me give you an example of up-selling. Let's say you place an ad selling some type of service. When people buy that service you should create another service you can mention to them and try to sell them. You will notice that up to 50% of the people will say yes.

Now think of what I'm saying. Let's say your first service is \$40.00 and your second different service is \$85.00 and then let's say 40% of the people say yes. This is like your ad doing almost 100% better because you offered another service to everyone who bought the first. This works the same when you are selling a product.

► This up-selling is being done all over the place. When you buy a new car, they try to sell you an extended warranty, that's an up-sell!!! When you buy a computer they try to sell you a bunch of software, that's an up-sell and when you buy a one year membership to the gym, they try to offer you a second year at half price, that's an up-sell. When you get your phone service installed, they offer you call waiting, call forwarding, speed dialing and those are also called up-sells.

If you learn to create up-sells for everything you sell, whether it is a product, information or a service, you could turn an ad that looks a little profitable into an ad that is a major winner!!!

Some people will place ads and sell the first product just to break even because they know that those customers will be able to be sold another product or service down the road and that will be extremely profitable!!!

If you ignore what I am saying about up-sells, you will be costing yourself thousands and thousands of dollars when you crank out a winning ad. Or, it may cost you thousands by throwing a winning ad in the trash can because you didn't try up-selling.

I say this to you because it could be like attaching an ATM machine to your ad. When I stumbled onto my first winning ad, which I cover in Chapter #17, I generated around \$700.00 a day selling my MIP booklet and around \$450.00 a day up-selling my state listings.



By up-selling I improved my ad by over 60%.

I live and breath by what I say in each chapter so please do everything I say. Don't just do the things I tell you in one or three chapters. You will love me when you stumble onto your first winning campaign!!!

Tracking your ads!

The next few pages are forms you can photocopy and use to keep track of exactly which ads did what. These forms will be lifesavers to you in months to come, after you've placed 10-30 ads and you need to look back to remember what ads you placed and how they did.

Don't get lazy when it comes to documenting everything about your ad. Believe me after placing 10 ads you may want to go back to the first couple of ads and change one little thing because of what you found out when you placed let's say ad number 9.

This is something that you're just going to have to trust me on. Someday you will be so glad you kept good records.

Name of newspaper: _____

Classified section of ad: _____
(example: personals)

Exact wording of ad: _____

Date ad started: _____

Date ad ends: _____

of days ad runs: _____

Total cost of ad: _____

Average cost per day of ad: _____
(divide total cost into # of days)

Figure total average dollars in sales needed to
make your ad a winner \$ _____

Attach a copy of the ad to this page.
(this is called a tear sheet)

Attach a script or audio tape of exactly what is
said when people call the number in the ad.

*If this ad is a winner hold on to this sheet forever!!

**If this ad is unsuccessful change something about
the ad as I explained in Chapter #4 and keep great
records!

Day of month	Day of week	Number of calls	Number of sales	\$ amount of sales
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				

When you find a winning ad and you're going to place it in many papers, you will want to track all of your ads by tracking each ad on a separate sheet. The following page is a copy of the tracking sheets you should use once you have a winning ad that you want to place in many papers!



Notice: Use the gray section of your tracking sheet to make all your notes and attach any tear sheets (copies of ads) and any other notes to your tracking sheet in case you ever need to look back on the information.

Name of Newspaper	Month/ May		Month/ June		Month/	
	Day	Results	Day	Results	Day	Results
	1	\$ _____	1	\$ _____	1	\$ _____
	2	\$ _____	2	\$ _____	2	\$ _____
	3	\$ _____	3	\$ _____	3	\$ _____
	4	\$ _____	4	\$ _____	4	\$ _____
Example of tracking a winning ad.	5	\$ _____	5	\$ _____	5	\$ _____
	6	\$ _____	6	\$ _____	6	\$ _____
	7	Placed ad (see below) spent \$150.00 to run the 6 th —21 st	8	\$60.00	8	\$ _____
Use next page and make copies.	9	\$40.00	9	\$ _____	9	\$ _____
	10	\$65.00	10	\$ _____	10	\$ _____
	11	\$85.00	11	\$ _____	11	\$ _____
	12	\$20.00	12	\$ _____	12	\$ _____
	13	\$110.00	13	\$ _____	13	\$ _____
Use the next sheet when you find a winning ad and crank it in a lot of papers.	14	\$20.00	14	\$ _____	14	\$ _____
	15	\$65.00	15	\$ _____	15	\$ _____
	16	\$130.00	16	\$ _____	16	\$ _____
	17	\$130.00	17	\$ _____	17	\$ _____
	18	\$130.00	18	\$ _____	18	\$ _____
	19	\$130.00	19	\$ _____	19	\$ _____
	20	\$40.00	20	\$ _____	20	\$ _____
	21	\$130.00	21	\$ _____	21	\$ _____
Use 1 sheet per ad!	22	\$30.00	22	\$ _____	22	\$ _____
	23	\$ _____	23	\$ _____	23	\$ _____
	24	\$ _____	24	\$ _____	24	\$ _____
	25	\$ _____	25	\$ _____	25	\$ _____
	26	\$ _____	26	\$ _____	26	\$ _____
	27	\$250.00 for 30 days	27	\$250.00 for 30 days	27	\$ _____
	28	\$ _____	28	\$ _____	28	\$ _____
	29	\$ _____	29	\$ _____	29	\$ _____
	30	\$ _____	30	\$ _____	30	\$ _____
	31	\$ _____	31	\$ _____	31	\$ _____

Ad running: Best dog training video
in the world call—1-800-555-5555

Name of Newspaper	Month/		Month/		Month/		Month/	
	Day	Results	Day	Results	Day	Results	Day	Results
	1	\$ _____	1	\$ _____	1	\$ _____	1	\$ _____
	2	\$ _____	2	\$ _____	2	\$ _____	2	\$ _____
	3	\$ _____	3	\$ _____	3	\$ _____	3	\$ _____
	4	\$ _____	4	\$ _____	4	\$ _____	4	\$ _____
	5	\$ _____	5	\$ _____	5	\$ _____	5	\$ _____
	6	\$ _____	6	\$ _____	6	\$ _____	6	\$ _____
	7	\$ _____	7	\$ _____	7	\$ _____	7	\$ _____
	8	\$ _____	8	\$ _____	8	\$ _____	8	\$ _____
	9	\$ _____	9	\$ _____	9	\$ _____	9	\$ _____
	10	\$ _____	10	\$ _____	10	\$ _____	10	\$ _____
	11	\$ _____	11	\$ _____	11	\$ _____	11	\$ _____
	12	\$ _____	12	\$ _____	12	\$ _____	12	\$ _____
	13	\$ _____	13	\$ _____	13	\$ _____	13	\$ _____
	14	\$ _____	14	\$ _____	14	\$ _____	14	\$ _____
	15	\$ _____	15	\$ _____	15	\$ _____	15	\$ _____
	16	\$ _____	16	\$ _____	16	\$ _____	16	\$ _____
	17	\$ _____	17	\$ _____	17	\$ _____	17	\$ _____
	18	\$ _____	18	\$ _____	18	\$ _____	18	\$ _____
	19	\$ _____	19	\$ _____	19	\$ _____	19	\$ _____
	20	\$ _____	20	\$ _____	20	\$ _____	20	\$ _____
	21	\$ _____	21	\$ _____	21	\$ _____	21	\$ _____
	22	\$ _____	22	\$ _____	22	\$ _____	22	\$ _____
	23	\$ _____	23	\$ _____	23	\$ _____	23	\$ _____
	24	\$ _____	24	\$ _____	24	\$ _____	24	\$ _____
	25	\$ _____	25	\$ _____	25	\$ _____	25	\$ _____
	26	\$ _____	26	\$ _____	26	\$ _____	26	\$ _____
	27	\$ _____	27	\$ _____	27	\$ _____	27	\$ _____
	28	\$ _____	28	\$ _____	28	\$ _____	28	\$ _____
	29	\$ _____	29	\$ _____	29	\$ _____	29	\$ _____
	30	\$ _____	30	\$ _____	30	\$ _____	30	\$ _____
	31	\$ _____	31	\$ _____	31	\$ _____	31	\$ _____

Ad running:

There are
thousands of
businesses
you can start
up if you know
how to
advertise!!!

After you know all the different ways to make tiny classified ads work great, you will say to yourself, "Hey I could start all kinds of different businesses because I know how to get the customers!!!"

Advertising to get customers is the number one thing you want to know how to do if you're going to start-up your own business. Once you learn this, everything else is easy!!!

There was a lady who turned a small building into the nicest hair salon ever seen! But she left a small wooden sign outside the salon that let people know she was there. She forgot the most important thing, get the customers!!!

You can have the greatest idea in the world, the greatest service in the world and the greatest product in the world but that means nothing if you don't know how to get the word out to others!! It's not just getting the word out there to others, it's being able to do it effective enough and cheap enough so that your advertising budget pays you back and doesn't cost you!! Learning how to place tiny classified ads is the most profitable way to promote a business that I've ever experienced!!!

A new division
I'm hoping to
open up soon!

Instead of you having to call up and place ads in newspapers all over the country, I came up with a great idea!!

I'm going to try and open up an advertising agency exclusively for my Making Money clients and I will provide two incredible things:

1) Most agencies charge 15% to call and place an ad in the paper for you. If you place just a \$1,000 a month this could cost you \$1,800 a year unless you call the newspaper and do it yourself.

I'm going to try to set up an agency where you only pay a one-time fee for a two-year membership, then we will place your ads in every paper you want at no charge and we will make sure we try to get you the best lowest rates every single time. I will let you know if we open the agency up!!!



But here is the best part!!!

If I do open this agency and you get a two year membership, not only could it save you thousands, but if you find a winning ad, instead of you cranking it out using your money, because you're a member of the agency you will be able to submit it to me personally and you and I could negotiate a royalty and if we do, I will use thousands of dollars of my own money and crank out your winning ad and you will get X amount of dollars for every one we sell. I will be excited because I will be able to confirm with my agency that your ad is a

winner!! If you choose to crank it out yourself, that will be great also. Working together we could make thousands and thousands but it will be totally up to you at that point.

If I open this agency I will let you know and maybe we could end up making a million dollars together!!!

This entire manual was a lot of information to absorb so don't be afraid to go back and reread some chapters. The more you read the more excited you will get.

I told you every single secret I have learned that has made me millions of dollars placing classified ads. There is nothing else you need to know. Now you just have to start!!!

→ Do something today to get started. Don't wait until you lose your excitement before you ever get started!!!

Remember: 1 tiny ad could change your entire life!!!

When You Are Successful

If you get into placing ads and you find great success, please write me a letter or fax me a letter at my office. They are the best letters that I ever receive. My address is:

Don Lapre

PO Box 37157

Phoenix, AZ 85069

My office fax number is : (602) 453-1222

I look forward to hearing from you!

